EFFECTIVE COMMUNICATION FOR CLIENTS
(GBUS 803, Spring 2002)
Classroom 130

Professor June West

Faculty Office Building
Room 153 243-7693

Assistant: Gigi Herold
Room 155 FOB 243-5244

Required Books:

Between People, Communicating One-to-One, John Sanford
The Elements of E-Mail Style, David Angell and Brent Heslop
<u>*Managing Transitions, Making the Most of Change*</u>, William Bridges

Schedule of Meetings, Discussion Topics and Readings

Session	*Date*	*Discussion Topic*
1	March 19	**The Customer is Always Right** Revisiting the Strategic Communication Model
2	March 20	**First Impressions: The Customer's Perception of You** *Reading: "Developing Self Awareness" in* <u>Developing</u> Management Skills, David Whetten & Kim Cameron
3	March 25	**Back to Basics: A Guide to Composing Clear Messages in any Medium** *"Writing,"* in <u>Management Communication,</u> James O'Rourke Thinking Strategically About Communication (Darden BC-0158) Principles of Effective Persuasion (HBS 9-497-059) <u>The Elements of E-mail Style,</u> David Angell and Brent Heslop
4	March 26	**Roadblocks and Barriers: How to Survive** Case: Notel:Speak to Me (UVA BC-0150) Chapter 5, <u>Essentials of Human Communication,</u> DeVito, p 97-119
5	April 1	**Dealing with Troubled and Troubling Clients** *Reading: "Communicating Supportively," in* <u>Developing Management Skills,</u> David Whetten and Kim Cameron <u>Between People, Communicating One to One,</u> John Sanford

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6	April 2	**Pride and Persuasion: Motivating Customers**
		The Necessary Art of Persuasion, Conger <u>Harvard Business Review,</u> May-June 1998, p 85-95
7	April 8	**When Times Get Tough: Maintaining Control**
		<u>Managing Transitions, Making the Most of Change</u>, William Bridges
8	April 9	**Not Everybody Does It: The Magic of Dynamic Meetings**
		Reading: TBA
9	April 15	**Student Field Experience**
10-12	April 16, 22, 23	**Distinguished speakers from the government, non-profit, and public sectors**
13	April 29	**Student Presentations**
14	April 30	**Student Presentations**
15	May 1	**Student Presentations Course Wrap-Up**